



**PACIFIC SOUTHWEST REGION (REGION 7)**  
**NATIONAL NETWORK OF LIBRARIES OF MEDICINE**

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

**Quarterly Progress Report**  
**February - April 2004**

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QUARTERLY PROGRESS REPORT  
PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY (PSRML)  
NATIONAL NETWORK OF LIBRARIES OF MEDICINE, PACIFIC SOUTHWEST REGION  
FEBRUARY 2004-APRIL 2004

**A. NETWORK PROGRAMS**

1. Providing health professionals with a basic level of information services

- At the end of this contract year, 96 libraries in the Pacific Southwest Region are active participants in LinkOut; there are 32 inactive LinkOut participants. LinkOut participants in our region account for 13.6% of all US LinkOut libraries.
- Loansome Doc service is offered by 200 libraries in the Pacific Southwest Region.
- The following videotapes and audiotapes circulated to network members during the quarter via our PSRML multi-media loan page<sup>1</sup>:

- **Videotapes/CD-ROMs/DVDs:**

MLA Informationist Conference (**4 Network Members**); Libraries, Copyright & the Internet (**1**); MLA teleconference "Reading Between the Lines: Focusing on Health Information Literacy"; Frankenstein: Penetrating the secrets of nature (Booklet) (**1**); 2004 MLA teleconference "Roles and Essential Skills for the Expert Searcher"; (**2**) Safeguarding our Patrons Privacy: What Every Librarian Needs to Know about the USA Patriot Act & Related Anti-Terrorism Measures (**1**) NLM: Branching Out - MeSH Vocabulary (**2**) NLM: Breath of Life, The History of Asthma (**1**)

- **Audiocassettes:**

*Medical Library Association 2003 Annual Meeting and Exhibit – 2*

- PSRML filled **25** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **7,408 items** NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads.
- On April 1, 2004, we received the following message from Geri Bodeker, MS, AHIP, Medical Librarian, Kaiser Permanente, South San Francisco: "As promised, here are some pictures from our Senior Health Fair. Unofficial count of participants was over 600! Thank you so much for the materials you provided to make this event a success for the libraries. I think you will see the materials were put to good use." See pictures of this event in Appendix XX.

2. Assessing the needs of health science libraries

- Julie Kwan and Alan Carr attended the Annual Meeting of the Hawaii-Pacific Chapter of the Medical Library Association in Honolulu on April 2, 2004. The speaker at this meeting was

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<sup>1</sup> <http://nnlm.gov/psr/loans/>

Linda Watson, Past President of the Medical Library Association. This meeting offered an opportunity to learn about local conditions and issues and to strengthen relationships with these network members. Two PSRML workshops were offered in conjunction with this meeting (see II.3).

- During this visit, Julie Kwan visited the following libraries:
  1. Medical Library of Tripler Army Medical Center to continue training on LinkOut for Libraries program.
  2. St. Francis Medical Center Medical Library to meet with the new librarian to provide an overview of NLM and NN/LM resources and services.
- Other library visits during this quarter included a visit to Oakland Children's Hospital in Oakland, California. The librarian at Oakland Children's had contacted PSRML regarding a recommendation for a consultant to provide advice to the hospital regarding space needs. The hospital decided to retain the hospital in its present highly desirable location rather than decreasing its size. Hospital medical staff played an important role in the final decision.
- Kay Deeney visited the Scottsdale Health storefront health library in April. The storefront library has been very successful. The library has also expanded to open health libraries for women's health issues and cancer.

### 3. Managing the NN/LM Network membership program for the region

- We have been in contact with staff of the former High Desert Hospital in Lancaster, California. This county facility has been converted into an ambulatory care facility and is now called High Desert Health System. Over the next several months, administrators there will determine if they will continue operating the library.
- Julie Kwan and Andrea Lynch gave a presentation on NN/LM membership at a meeting of the Libraries of Oriental Medicine (LOOM) meeting in Hollywood on April 27, 2004. The meeting was held in association with the Council on Colleges of Acupuncture and Oriental Medicine annual meeting. There are 54 colleges in this organization. Most are located in the United States; one is located in Canada. We were invited to participate in this meeting by Naomi Broering, who currently serves as Dean of Libraries of the Pacific College of Oriental Medicine. Ms. Broering reported on the group's efforts to increase indexing of complementary and alternative medicine titles in MEDLINE.
- According to DOCLINE, Region 7 has a total of 655 network members: 241 Affiliate and 414 Full members.

### 4. Implementing the Regional Document Delivery Plan

- In April 2004, we received a supply of the new DOCLINE promotional item, stuffed Tugger<sup>2</sup> dolls. We plan to use Tugger to encourage best practices in DOCLINE, from major

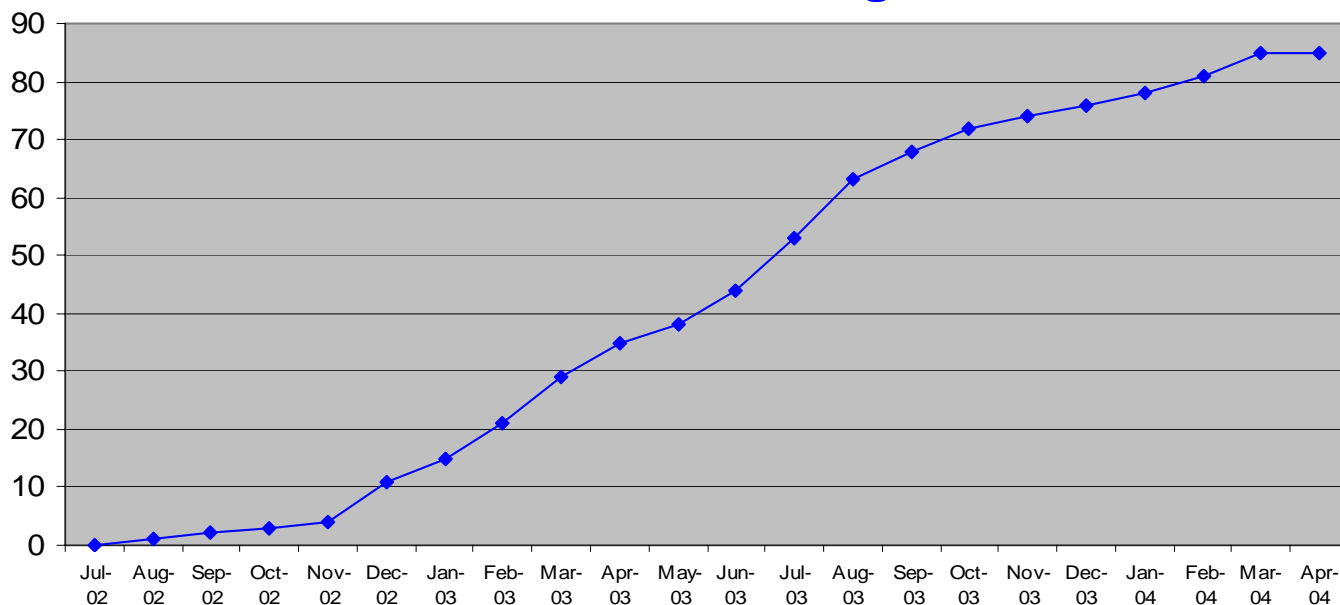
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<sup>2</sup> <http://www.nlm.nih.gov/docline/tugger/tugger.html>

updating of routing tables, promoting electronic delivery, processing DOCLINE requests in 1 day or less, and other best practices as we identify them.

- Julie Kwan and Andrea Lynch continued to work with EFTS staff and with MLA chapter representatives to encourage greater participation in EFTS in the Pacific Southwest Region.
- At the end of the quarter, 85 (20.5%) of Region 7's 414 DOCLINE libraries had joined EFTS. We have a ways to go to meet Ralph Arcari's goal of 60% participation. We have sorely missed the email announcements of new members that EFTS used to provide. We posted these lists back to our regional listserv so that network members would be able to see which of their borrowing partners had joined. Apparently, the new web system, which is supposed to generate these messages, is not functioning correctly. Consequently, we have had no way to monitor new members. A major barrier to joining EFTS continues to be difficulties in entering ILL loan charge data into the system.

### Number of EFTS Libraries in the Pacific Southwest Region



- During this quarter, PSRML staff participated in three NLM DOCLINE teleconferences: February 17<sup>th</sup>, March 16<sup>th</sup>, and April 20<sup>th</sup>.

DOCLINE statistics for the Pacific Southwest Region are:

- There are no pending DOCLINE applications.
- 414 DOCLINE libraries; 31 of these are Borrow-only libraries.
- 49 DOCLINE routing table approvals were completed at PSRML during the quarter.

- Seven DOCLINE orientations were performed via telephone during the quarter, which took a total of 7 hours.
  - Twenty-eight DOCLINE Library Groups are recognized in our Region. This number includes those library groups that are cross-regional.
  - Thirty-one requests for DOCLINE holds were received and processed during the quarter.
  - One library was added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 101 FreeShare library group members in this Region.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<b>Location</b>	<b>Serial Holdings Contributors</b>	<b>Borrow-Only DOCLINE</b>	<b>Total DOCLINE Participants</b>
Arizona	43	7	50
California	309	22	331
Hawaii	15	1	16
Nevada	11	1	12
Pacific Basin	5	0	5
<b>Regional Total</b>	<b>382</b>	<b>31</b>	<b>414</b>

#### 5. Meeting responsibilities of Resource Libraries and the RML

- Andrea Lynch provided a DOCLINE reports and serials holdings training session at the University of California, Irvine, on April 15, 2004. The library has recently made a commitment to completely update its serials holdings information in order to improve its DOCLINE fill rate. This is an ideal time since the library has new staffing.
- RML staff and regional resource libraries provided comments to NLM on its policy for ILL Maximum charges by the 2/19 deadline; the RML subsequently submitted the revision version of the policy to our Resource Library Directors in April.
- Heidi worked with John Breinich, Director of Hawaii Medical Library, to secure an agreement for Phase II of the NLM-Centric Monitoring Project.

#### 6. Establishing and maintaining effective communication

- One issue of *Latitudes* was published during this quarter, the March/April 2004 issue. This issue featured articles announcing UCLA's new University Librarian, Gary Strong, and Judy Consales' appointment as PSRML Director; a report on the symposium, "Stake Your Claim to Health Literacy"; an announcement about testing a new version of BioMail; and a network member submission about a presentation on effective listening, in addition to regular feature articles.

- Alan contributed three articles for the May/June issue of *Latitudes* announcing recently awarded Express Outreach Awards, a new RFQ for AIDS community information outreach, and hints for PubMed expert searching.
- Alan Carr and Kay Deeney attended monthly Outreach Coordinators teleconferences. Kay Deeney was the leader for the February Outreach teleconference. Heidi Sandstrom attended the monthly consumer health teleconferences.
- Kay Deeney attended an MLGSCA Joint Meeting 2005 planning meeting in February.
- PSRML web usage summary statistics are:

Month	Visits	Page Views
Feb 2004	8,657	42,963
Mar 2004	12,566	42,183
Apr 2004	10,441	42,963

- There was a slight decrease of visits in February but they went back up in March. More detailed statistics online<sup>3</sup>.
- During the quarter, 28 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
  - 34 additions to the list
  - 22 deletions from the list
- During the quarter Michael Miller began working with Julie Kwan to review results of an earlier PSRML website usability test and to develop a plan for re-designing the website. He continued to update and maintain the Partners in Information Access for Health Professionals website until the end of April. As of May 1, 2004 Michael will no longer be working on the phpartners.org web development committee.

## 7. Consulting with the Regional Advisory Committee

- RAC members (those not potential applicants) and RML staff reviewed the 2004 EAHI RFP solicitation draft; feedback was provided to NNO.

## 8. Monitoring and evaluating regional programs

- Julie Kwan identified a statistical consultant to work with on the Hospital Evaluation Study, targeted for Year 04. The consultant is employed by the Statistical Biomathematics Consulting Clinic, a unit of the UCLA School of Medicine.

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<sup>3</sup> <https://staff.nnlm.gov/usage/psr/>

- Alan Carr distributed a survey received from NLM to network members, which asked questions about preferences for VHS tapes vs. DVDs. He collected the responses, compiled the results, and sent them to Karen Sinkule at NLM.
- Alan Carr was selected to serve as a member of a work group, which was formed to identify recommendations for streamlining NN/LM's awards process. The group held two teleconferences to gather suggestions for proposed changes, which were compiled and sent to NNO for consideration.
- Kay Deeney continued to attend the weekly meetings of the Technical Advisory Committee for NOMC. Kay Deeney attended Census training in Los Angeles that covered access to minority groups.

#### 9. Obtaining feedback from users and recommending ways of improving information access

- This was solicited from exhibit attendees and received by phone and email during the quarter.

#### 10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for the UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

#### 11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

- Kay Deeney gave NLM input on the proposed email function within Cubby.
- Several PSR librarians attended Siebel training and tested the contact management software for potential use with the network members.
- Heidi Sandstrom attended the hands-on training workshop all day February 19th and half a day on February 20th at the Chicago Multi-Type Library System (CMLS), in order to become familiar with and provide feedback on the four consumer health workshops developed for training public librarians.

#### 12. Promoting and encouraging the submission of applications for NLM-funded grants.

- Julie Kwan identified a statistical consultant to work with on the Hospital Evaluation Study, targeted for Year 04. The consultant is employed by the Statistical Biomathematics Consulting Clinic, a unit of the UCLA School of Medicine.
- Alan Carr consulted with three network members to help them successfully apply for Express Outreach Awards. He reviewed a fourth proposal, which was sent back to the bidder with recommended changes.



### 13. Following up on NLM-funded grants.

#### Outreach Subcontracts

- Quarterly reports were received for continuing PSRML Express Outreach Awards.
- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System<sup>4</sup>. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants. *Note: Where N/A is indicated, there were no outreach activities reported in this quarter.*

- **Assessing Potential of Handheld Computing Applications in Public Health – Savitt Medical Library, University of Nevada**

Terry Henner completed his subcontract during the quarter. He held two onsite meetings with participants to continue the process of gathering feedback on use of the PDAs, to ascertain problems, to provide informal assistance and troubleshooting, and to distribute additional hardware and software. Also discussed were HIPPA and privacy issues and how they relate to PDA use. A new technology staff person was hired by the Washoe County Health District to lend support to participants in the project. Mr. Henner reports that use of this technology has become so ingrained in staff operations that the WCHD has purchased additional PDAs out of the county budget in order to equip more staff in the departments represented by the pilot group.

Total Training/Demonstrations:
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N/A
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- **Basic Health Research for Adult Learners – Vision Literacy Service, Santa Clara County.** This subcontract was also completed during the quarter, during which Vision Literacy, PlaneTree Health Library, and Santa Clara Valley Medical Center (VMC) formed the *Health Literacy Collaborative of Santa Clara County* to reduce the problems associated with low health literacy. PlaneTree Health Library and Vision Literacy also officially launched an easy-to-use interface for easy-to-read health links<sup>5</sup>. Other activities included hosting a luncheon for VMC doctors and health educators following a Grand Rounds discussion by Dean Schillinger, M.D. Near the conclusion of the project, Vision Literacy participated in a rigorous grant application process through ProLiteracy America for funding to offer intensive instruction for adult learners in new and innovative ways, and was one of three organizations selected nationally to participate in this project.

Total Training/Demonstrations:
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N/A
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<sup>4</sup> [https://staff.nlm.gov/outreach/activity\\_reporting/](https://staff.nlm.gov/outreach/activity_reporting/)

<sup>5</sup> [http://www.planetreeseanjose.org/easy\\_to\\_read\\_resources](http://www.planetreeseanjose.org/easy_to_read_resources).

- 4<sup>th</sup> Quarter reports were received from the Access to Electronic Health Information (AEHI) project contracts.

- **Central Valley Access to Electronic Health Information Project – Henry Madden Library, California State University, Fresno, CA**

Total Training/Demonstrations:	N/A
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- **Facilitating School Nurses' Access to Electronic Data - Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	N/A
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- **Hawaii Health Portal - Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	4
Total sessions of participants were 50% ≥ minorities:	4
Total Participants:	177

- **A Partnership between Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	250

- Subcontracts were sent for signature to Guam Memorial Hospital, San Mateo Medical Center Library, and the University of California, San Diego, Medical Center Library.

## **B. OUTREACH PROGRAMS**

### **1. Outreach to Health Professionals**

- The following summarizes the outreach activities completed as part of the RML contract.

Total Training/Demonstrations:	12
Total sessions of participants were 50% ≥ minorities:	2
Total Participants:	158

- Alan Carr accomplished a great deal of outreach and training to the public health workforce during the quarter. Two sessions of “Introduction to PubMed” and two sessions of “Consumer Health Resources at the NLM” were offered to public health nurses in rural Lake County, California, on March 11-12, 2004. The sessions were held in a small computer lab operated by the county’s health department, and about seven people attended each session. The sessions were very well received and the nurses were enthusiastic audience

members. They invited Alan to return at some point for additional training for staff not able to attend.

- On April 1, 2004, Alan taught the two-hour “Using HIV/AIDS Public Health Internet Resources: An Interactive Computer Session” to a group of 11 HIV/AIDS professionals from the Hawaii Department of Health. Content included instruction related to PubMed, MedlinePlus, and other HIV/AIDS information from NLM. This session was held in a small computer lab that the Honolulu County DOH provided. Audience members were very appreciative, and encouraged Alan to return to give instruction to HIV/AIDS professionals on the other Hawaiian islands. The contact person who helped arrange the session was an attendee at the HIV/AIDS Information Summit, which PSRML sponsored in March, 2003.
- On April 27, 2004, Alan taught “Introduction to Consumer Health Resources at the NLM” to about 24 public health professionals from the San Bernardino County, CA, Public Health Department. In addition to MedlinePlus, ClinicalTrials, and the NLM Gateway, the instruction included other NLM resources such as Haz-map, ToxTown, the Household Products Database, and NIHSeniorHealth. The session lasted about three hours.
- All of the above institutions sponsored continuing education credits for attendees.
- Alan Carr participated in teleconferences with the AZ Turning Point project Steering Committee, and suggested that the group consider applying for a major outreach award, for continuation of the project after the end of its initial funding period.
- Kay Deeney examined the past OARFs in order to add public health as a type of organization involved in the activity.
- Heidi Sandstrom worked with the Tribal Connections Four Corners group to provide funding for their tribal liaison position.

## 2. Consumer Health Information Services

- Kay Deeney taught two sessions of the Introduction to Consumer Health Resources at the National Library of Medicine workshop at the Scottsdale Health in Scottsdale, Arizona.
- We talked to a librarian from the joint San José State University and San Jose Public Library about training to take place in May.
- We discussed training with the San Diego Community Technology Coalition, but because of grant deadlines, they were unable to schedule it during this quarter.
- The Medical Digital Reference Project continues to have twelve network member institutions involved covering live chat. Ten QRC questions were answered, and five live digital reference questions were answered. Kay Deeney attended the 24/7 Reference Users Meeting at PLA and was able to promote the Health area to attending librarians. Kay Deeney arranged QRC training for three network librarians.

- Heidi Sandstrom signed a Memorandum of Understanding with NexCare to attend their advisory meetings on a quarterly basis. She attended the March 11 NexCare Advisory meeting during the quarter, and continued to assist NexCare in developing a Go Local initiative for Los Angeles County.
- The new Go Local RFP was announced to the region on March 4. Two Go Local proposals from Arizona were submitted to and accepted by NLM in April.
- Heidi Sandstrom continued to participate in Subgroup II (Public Library Logic Model) teleconferences to develop the online resource, Public Libraries and Community Partners: Working Together to Provide Health Information.
- Heidi solicited a health literacy proposal from Literacyworks during the quarter.
- Heidi Sandstrom's workshop proposal for the 2004 Pacific Education Conference was submitted and accepted during the quarter. Heidi will conduct this workshop in Rota, Commonwealth of the Northern Mariana Islands, in July 2004.
- The ACP/NLM Rx program was announced to the region in April.

### 3. Training to Support Electronic Access to Health Information

- Julie Kwan and Alan Carr presented two workshops in conjunction with the Hawaii-Pacific Chapter of the Medical Library Association Annual Meeting on April 2, 2004, in Honolulu: "NLM Systems Update 2004" and "Using NLM Resources to Find the Best Evidence." The latter course was developed to follow an HPCMLA course in evidence-based medicine held in February, 2004 and the MLA teleconference on expert searching in March, 2004.
- PSRML sponsored nine viewing sites in the region for the MLA 'Roles and Essential Skills for the Expert Searcher' Satellite Teleconference on March 10, 2004. 147 participants from 3 states attended.
- Two professional development awards were awarded during the quarter.

### 4. Exhibits and Presentations at Meetings

- In February, Kay Deeney helped organize the Congenital Heart Disease Awareness Day with the three major institutions, Ahmanson/UCLA Adult Congenital Heart Disease Center, Cedar Sinai Medical Center, and Children's Hospital of Los Angeles. Kay Deeney located the venue, worked on the facilities arrangements, welcomed and introduced the speakers. Kay Deeney and the committee were able to obtain a proclamation signed by the governor concerning Congenital Heart Disease Awareness Day. PSR also exhibited, distributing pens and MedlinePlus bookmarks to attendees.

- Kay Deeney helped exhibit at the Public Library Association National Conference in Seattle, Washington. Kay Deeney presented a PubMed demonstration at the booth.
- The national exhibits that PSR was responsible for this quarter were AORN in San Diego, California and NOVA in Tucson, Arizona. We had two network member volunteers at AORN: Anna Habetler formerly of Childrens' Hospital, San Diego and Judy Bube, University of California, Irvine, Irvine, California.
- Two librarians from the University of Arizona were able to assist us in covering the NOVA exhibit in Tucson.

#### 5. Technology Awareness and Integration

- Julie Kwan and Andrea Lynch attended the LinkOut teleconference on March 8, 2004.
- Kay Deeney and Michael Miller explored the use of Robodemo and Camtasia for producing short videos on the web on database training.
- Michael Miller arranged a demo of portable display projectors for staff in order to select a replacement for current projectors.

#### 6. Library Improvement

- Kay Deeney visited the librarian at the Arizona State Hospital in April. We talked about some library improvement possibilities since she is also serving the clientele for the closed Arizona public health library.

#### 7. Connections

N/A

### C. OTHER ACTIVITIES

- Julie Kwan, Andrea Lynch, and Michael Miller continued working with a team of graduate students from the University of Southern California Center for Software Engineering. The student team is developing a software product to manage frequently asked questions for PSRML. The product, called *Ask PSRML!*, is scheduled for delivery in early May 2004.
- Judy Consales and Julie Kwan met with University Librarian Gary Strong and UCLA's Department of Information Studies Chair Virginia Walter to discuss library school education for health sciences librarians in February 2004. We are very interested in increasing educational opportunities for health sciences librarians in our region.
- Alan Carr presided over the MLGSCA business and Advisory Council meetings at the spring program meeting on April 15, 2004, at the UC Riverside Science Library.

- Alan Carr was appointed to a two-year term as a member of the NLM/MLA Joseph Leiter Lectureship Committee.
- Kay Deeney, Alan Carr, and Heidi Sandstrom attended the MLGSCA sponsored Health Statistics: Navigating the Data CE class taught by Natalie Kamper and Cheryl Bartel in Riverside, California.
- Kay Deeney toured the American Indian Studies Center at UCLA. The librarian is knowledgeable about tribal colleges in the Southwest.
- RML librarians attended the MLA satellite teleconference on Expert Searching.
- Heidi Sandstrom submitted an article in March to *Library Trends* about the NN/LM PSR health literacy symposium held in January 2004.